

2021 WEST ALLIS Events Sponsorship Opportunities



Categories of Opportunity

| | | | |
|--|---|-----------------------------------|----|
| Why Should You Sponsor a West Allis Event? | 3 | Art on the Plaza | 9 |
| Letter from Mayor Devine | 3 | Barks & Brews | 10 |
| Memorial Day Parade & Service | 4 | Halloween Parade | 11 |
| Independence Day Parade & Celebration | 5 | Tree Lighting Ceremony | 12 |
| Independence Day Grandstand Show & Fireworks .. | 6 | Allis in Winterland | 13 |
| Food Truck Friday Series | 7 | Christmas Parade | 14 |
| Live Summer Concert Series | 8 | Sponsorship Commitment Form | 15 |

Calendar of 2021 Special Events

MAY JUNE JULY

- Memorial Day Parade & Service (5/31)

- Live Summer Concerts (6/3)
- Food Truck Friday (6/11)
- Live Summer Concerts (6/17)
- Food Truck Friday (6/25)

- Independence Day Parade & Program (7/2)
- Independence Day Grandstand Show & Fireworks (7/4)
- Live Summer Concerts (7/1)
- Food Truck Friday (7/9)
- Live Summer Concerts (7/15)
- Food Truck Friday (7/23)



AUGUST SEPTEMBER OCTOBER DECEMBER

- Live Summer Concerts (8/5)
- Food Truck Friday (8/13)
- Live Summer Concerts (8/19)
- Food Truck Friday (8/27)

- Live Summer Concerts (9/2)
- Food Truck Friday (9/10)
- Live Summer Concerts (9/16)
- Art on the Plaza (9/17)
- Food Truck Friday (9/24)
- Barks & Brews (9/26)

- Halloween Parade

- Tree Lighting Ceremony (12/4)
- Allis in Winterland (12/4)
- Christmas Parade (12/4)

Letter from the Mayor

Dear Potential Sponsors,

What makes a community? We can list the new buildings and historical landmarks, parks, and amenities - but we know a community is so much more than a place or sum of its parts. A community is about people; those who live within its boundaries, raise their families here, who choose to open and build their businesses and who come from outside to visit and create lifelong memories.

City of West Allis events are all about our people and exist to build a stronger community by giving our citizens the opportunity to engage face-to-face, build new and lasting relationships with their neighbors, and to learn about and celebrate all that we have in common and all that makes us diverse.

With more than 60,000 residents and hundreds of businesses that call West Allis home, we are brimming with opportunity to strengthen and deepen our connections with one another as we look to the future of our growing community. We invite you to be our partner as we share these events together and continue to show the world #thatswhywestallis.



Sincerely,

A handwritten signature in black ink that reads "Dan Devine".

Mayor Dan Devine

Why Sponsor West Allis Special Events?

There are many reasons to sponsor a special event in our community; however, we believe these to be the most important:

- Brand your organization as a genuine partner and leader within the community
- Develop stronger relationships with new and existing customers
- Be prominently featured in event publicity, gaining your organization access and visibility to potential customers
- Promote your organization while helping our community at the same time
- Strengthen the City's ability to continue to offer community events
- Create an active and engaged community

Many of our beloved events would not be possible without contributions from our supportive community partners. We sincerely thank you for your consideration in sponsoring a special event for the City of West Allis!

Memorial Day Parade & Service

When:

Monday, May 31

Where:

Veterans Memorial Park
6900 W. National Ave.



What:

Each year a Memorial Day program, supported by the City of West Allis and coordinated by The Allied Veterans' Organizations of West Allis, takes place at Veterans Memorial Park at 6900 W. National Ave. The program begins with a parade and is followed by a memorial service. Join us as we honor and remember the men and women who gave their lives while serving our country. The parade route will begin on W. Greenfield Ave. at S. 81st St., proceed east to S. 70th St., and proceed south from S. 70th St. to W. Orchard St.

Who:

The Memorial Day Parade & Service brings in approximately 2,000 attendees each year. This is a special day to honor all the veterans in the West Allis and Milwaukee area who have served our country.

Why:

Veterans' families and residents come together to support our local veterans through the Memorial Day Parade & Service. This annual event honors their patriotism and the ultimate sacrifice they made on behalf of us all and allows us as a community to share our continued gratitude. We would love to continue to honor this tradition - with your help, we can make that goal a reality.

Sponsorship Levels:

| Presenting Sponsor | Veteran Sponsor | Partner Sponsor | Supporting Sponsor |
|---|--|---|---|
| \$1,000 | \$500 | \$250 | \$100 |
| <ul style="list-style-type: none"> Recognition as the Presenting Sponsor for the Memorial Day Parade Logo placement on all print material Logo placement in all electronic communications, and event notifications Recognition of sponsorship on social media channels 10' x 10' booth space at Program in Veterans Park | <ul style="list-style-type: none"> Official sponsor of the Memorial Day Service Logo and name placement on event website Recognition of sponsorship on social media channels 10' x 10' booth space at Program in Veterans Park | <ul style="list-style-type: none"> Logo and name placement on City website Recognition of sponsorship on social media channels 10' x 10' booth space at Program in Veterans Park | <ul style="list-style-type: none"> Recognition of sponsorship on social media and City website |

Independence Day Parade & Celebration



When:

Friday, July 2

Where:

The parade route starts at 77th St. & Greenfield Ave., continues east to 70th St., then south on 70th St. and ends with a celebration at Veterans Memorial Park, 6900 W. National Ave.

What:

Enjoy floats, marching bands, vehicles, and other exciting features as we celebrate America and our own community by showcasing what makes it a great place to live!



Who:

The Independence Day Parade & Celebration brings in about 6,000 attendees each year. This annual tradition continues to steadily grow and become more popular.

Why:

The Independence Day Parade & Celebration is an established community tradition. The City of West Allis strives to provide its residents and visitors a festive, family-friendly parade and celebration.

Sponsorship Levels:

| Star Sponsor \$5,000 | Red Sponsor \$2,500 | White Sponsor \$1,000 | Blue Sponsor \$500 |
|---|---|--|---|
| <ul style="list-style-type: none"> Banner/signage placement within event Logo and name placement on event website Recognition of sponsorship on social media channels 10' x 10' booth space at Program following the parade | <ul style="list-style-type: none"> Banner/signage placement within event Logo and name placement on event website Recognition of sponsorship on social media channels 10' x 10' booth space at Program following the parade | <ul style="list-style-type: none"> Recognition of sponsorship on social media and City website 10' x 10' booth space at Program following the parade | <ul style="list-style-type: none"> Recognition of sponsorship on social media and City website |

Independence Day Grandstand Show & Fireworks Display

When:

Sunday, July 4

Where:

State Fair Park Grandstands
640 S. 84th St.

What:

As we celebrate the birth of our nation, we invite residents and non-residents alike to enjoy a family-friendly concert followed by a spectacular firework display that can be seen for miles around.



Who:

As our largest annual event, we welcome more than 10,000 spectators to this event each year.

Why:

With audiences growing each year and with more attendees visiting from outside the West Allis community, we are looking to enhance the memorable experiences we are creating for those sharing their holiday with us. We aim to offer the highest caliber family-friendly concert and firework display so we can keep attendees returning each year and making the City of West Allis fireworks a part of their family tradition.

Sponsorship Levels:

| Firework Sponsor | Star Sponsor | Red Sponsor | White Sponsor | Blue Sponsor |
|--|---|---|--|---|
| \$15,000 | \$5,000 | \$2,500 | \$1,000 | \$500 |
| <ul style="list-style-type: none"> One spot available as the Independence Day Fireworks show sponsor Logo placement on all print material and website Logo placement in all electronic communications and event notifications 10' x 10' booth space Logo included on event sponsor thank you sign | <ul style="list-style-type: none"> Main sponsor of the Grandstand Show Banner/signage placement within event Logo included on event flyer and poster 10' x 10' booth space Logo and hyperlink on City website Logo included on event sponsor thank you sign | <ul style="list-style-type: none"> Banner/signage placement within event Logo and name placement on event website Recognition of sponsorship on social media channels 10' x 10' booth space | <ul style="list-style-type: none"> 10' x 10' booth space Recognition of sponsorship on social media and City website | <ul style="list-style-type: none"> Recognition of sponsorship on social media and City website |

Food Truck Friday Series

When:

Friday, June 11, June 25, July 9, July 23, August 13, August 27, September 10, and September 24

Where:

West Allis Farmers Market
6501 W. National Ave.

What:

Milwaukee's best food trucks will gather at the historic West Allis Farmers Market for a fun, outdoor dining experience. Enjoy live music, kids' activities, local brews, and more!



Who:

Food Truck Friday is for everyone! We offer a variety of foods from unique food trucks in the Milwaukee area so you're able to try something new each time you come back. Food Truck Fridays see attendance from about 3,000 residents and non-residents each month who make the trip to the Farmers Market to sample their favorite food truck fare.



Why:

Food is a unifier! As we bring together our citizens and those from beyond our city borders, we want to make Food Truck Fridays the place to be on a Friday night offering the very best in food, drink and entertainment - all in one place!

Sponsorship Levels:

| Presenting Sponsor | Back the Band Sponsor | Partner Sponsor | Supporting Sponsor |
|--|---|--|---|
| \$1,000 | \$500 | \$250 | \$100 |
| <ul style="list-style-type: none"> Banner/signage placement within event Logo included on event flyer and poster 10' x 10' booth space Logo and hyperlink on City website Logo included on event sponsor thank you sign | <ul style="list-style-type: none"> Official sponsor of one Food Truck Friday musical performance Logo and name placement on event website Recognition of sponsorship on social media channels 10' x 10' booth space | <ul style="list-style-type: none"> Logo and name placement on event website Recognition of sponsorship on social media channels 10' x 10' booth space | <ul style="list-style-type: none"> Recognition of sponsorship on social media and City website |

Live Summer Concert Series

When:

Thursday, June 3, June 17, July 1, July 15, August 5, August 19, September 2, and September 16

Where:

Veterans Memorial Park
6900 W National Ave.

What:

We'll be bringing you more live local music in 2021! Some nights, you'll be able to enjoy the best polka bands in the Milwaukee area, authentic Polish and German food, and steins of local beer. Other nights you'll be able to sit back and listen to the sounds of our local WAWM School District bands. There will be a variety of genres and bands playing for you twice a month.



Who:

The 2021 Live Summer Concert Series will be for everyone! With the variety of music offered each month, you're bound to find a new favorite band this year.

Why:

These concerts bring in all types of community members who love to come together to enjoy the live music, great food, and good company. Help us keep the concert series alive through support of this event, sure to get your toes tapping.

Sponsorship Levels:

| Presenting Sponsor | Back the Band Sponsor | Partner Sponsor | Supporting Sponsor |
|--|--|--|---|
| \$1,000 | \$500 | \$250 | \$100 |
| <ul style="list-style-type: none">• Banner/signage placement within event• Logo included on event flyer and poster• 10' x 10' booth space• Logo and hyperlink on City website• Logo included on event sponsor thank you sign | <ul style="list-style-type: none">• Official sponsor of one Summer Concert Series concert• Logo and name placement on event website• Recognition of sponsorship on social media channels• 10' x 10' booth space | <ul style="list-style-type: none">• Logo and name placement on event website• Recognition of sponsorship on social media channels• 10' x 10' booth space | <ul style="list-style-type: none">• Recognition of sponsorship on social media and City website |

Art on the Plaza

When:

Friday, Sept. 17

Where:

West Allis City Hall Centennial Plaza
7525 W. Greenfield Ave.

What:

In partnership with Inspiration Studios, the City of West Allis brings a unique Art Gallery to the Plaza. Local artists share their creativity while attendees enjoy activities for kids, live music, and food by local vendors that will fill your Friday evening with inspiration.

Who:

Art on the Plaza truly is an event for anyone who appreciates art. We pride ourselves in bringing new local talent each year. Bring your family and enjoy the activities available. Each year has brought in about 350 attendees.



Why:

2021 is our opportunity to grow Art on the Plaza. We started out small and have gotten more and more interest each year. This is where your sponsorship comes in to play. We'd love to offer more activities and entertainment to attendees in this third year, and in order to do that we will need more funds to provide the best possible entertainment to our event attendees.

Sponsorship Levels:

| Presenting Sponsor | Back the Band Sponsor | Partner Sponsor | Supporting Sponsor |
|--|--|--|---|
| \$1,000 | \$500 | \$250 | \$100 |
| <ul style="list-style-type: none">Banner/signage placement within eventLogo included on event flyer and poster10' x 10' booth spaceLogo and hyperlink on City websiteLogo included on event sponsor thank you sign | <ul style="list-style-type: none">Official sponsor the Art on the Plaza musical performanceLogo and name placement on event websiteRecognition of sponsorship on social media channels10' x 10' booth space | <ul style="list-style-type: none">Logo and name placement on event websiteRecognition of sponsorship on social media channels10' x 10' booth space | <ul style="list-style-type: none">Recognition of sponsorship on social media and City website |

Barks & Brews

When:

Sunday, September 26

Where:

West Allis Farmers Market
6501 W. National Ave.

What:

Historically, dogs haven't been allowed at the West Allis Farmers Market – until now! Bring your four-legged, tail-wagging, happy-go-lucky pups to the West Allis Farmers Market. There is something for everyone to enjoy at Barks & Brews – doggos, puppies, and humans! Barks & Brews will be the dog-friendly Oktoberfest of your dreams!

Who:

Do you have a dog? Or just love dogs? Do you like an amazing selection of brews? Then this event is for you! Expanding on the former Pups & Pops, we hope to have even more fun with Barks & Brews this year!

Why:

Our community's passion for pets is strong, especially with the 2019 opening of our Dog Park. The response to the first annual Pups & Pops was strong and we're looking to expand the offerings this year. This event will allow canine lovers from West Allis and beyond to meet and share this common interest and give access to resources and information for their beloved furry family members.



Sponsorship Levels:

| Presenting Sponsor | Back the Band Sponsor | Partner Sponsor | Supporting Sponsor |
|--|--|--|---|
| \$1,000 | \$500 | \$250 | \$100 |
| <ul style="list-style-type: none"> Banner/signage placement within event Logo included on event flyer and poster 10' x 10' booth space Logo and hyperlink on City website Logo included on event sponsor thank you sign | <ul style="list-style-type: none"> Official sponsor of the music at Pups & Pops Logo and name placement on event website Recognition of sponsorship on social media channels 10' x 10' booth space | <ul style="list-style-type: none"> Logo and name placement on event website Recognition of sponsorship on social media channels 10' x 10' booth space | <ul style="list-style-type: none"> Recognition of sponsorship on social media and City website |

Halloween Parade

When:

Date TBD

Where:

Downtown West Allis

What:

For the first time ever, the City of West Allis Events Committee is hosting a Halloween Parade! This is our chance to involve the community in a fun, new event.

Who:

Do you love everything spooky, creepy crawly, and scary?

Well, then you will want to take part in the first annual West Allis Halloween Parade. Our goal is to attract both West Allis residents and Halloween enthusiasts from surrounding communities.

Why:

We love our parades in West Allis and so does our community, so why not add a Halloween Parade to our line-up? Our community embraces the Halloween holiday within our own neighborhoods, but this new and unique event will bring Halloween lovers of all ages together to celebrate this fun and spook-tacular fall holiday. With the help of our sponsors, we'll be able to make this the most unique Halloween event in the Milwaukee area.



Sponsorship Levels:

| Spooky Sponsor | Creepy Crawly Sponsor | Ghost Sponsor | Supporting Sponsor |
|--|---|--|---|
| \$1,000 | \$500 | \$250 | \$100 |
| <ul style="list-style-type: none">Banner/signage placement within eventLogo included on event flyer and posterLogo and hyperlink on City websiteLogo included on event sponsor thank you sign | <ul style="list-style-type: none">Primary sponsor of musical performanceLogo and name placement on event websiteRecognition of sponsorship on social media channels | <ul style="list-style-type: none">Logo and name placement on event websiteRecognition of sponsorship on social media channels | <ul style="list-style-type: none">Recognition of sponsorship on social media and City website |

Tree Lighting Ceremony



When:

Saturday, Dec. 4

Where:

West Allis City Hall, Centennial Plaza
7525 W. Greenfield Ave.

What:

The Tree Lighting Program is a tradition the community looks forward to year-round. Listen to amazing local choirs spread holiday cheer and watch the tree light up the night sky.

Who:

The City of West Allis Tree Lighting Program caters to families in our community, bringing together approximately 2,000 people each holiday season.

Why:

This year, we want to light up Centennial Plaza with lights! The Tree Lighting has always been a joyful holiday gathering and we would like to make it more festive than ever. The excitement and spirit would be shining throughout the entire City Hall plaza for the whole holiday season with your support.

Sponsorship Levels:

| In Lights Sponsor \$1,000 | Rudolph Sponsor \$500 | Partner Sponsor \$250 | Supporting Sponsor \$100 |
|--|---|--|--|
| <ul style="list-style-type: none"> • Logo placement on all print materials • Logo/name placement in all online communications • Recognition of sponsorship on social media • 10' x 10' booth space • Verbal recognition by Mayor at event | <ul style="list-style-type: none"> • Logo/name placement in all online communications • Recognition of sponsorship on social media • 10' x 10' booth space • Verbal recognition by Mayor at event | <ul style="list-style-type: none"> • Logo/name placement on event website • Recognition of sponsorship on social media channels • 10' x 10' booth space | <ul style="list-style-type: none"> • Recognition of sponsorship on social media |

Allis in Winterland

When:

Saturday, Dec. 4

Where:

West Allis City Hall Art Gallery
7525 W. Greenfield Ave.

What:

Join us at our new Christmas movie inspired event, Allis in Winterland. Enjoy the cinematic themed family-friendly activities and support the West Allis Events Committee! Each year, we will have a fun new theme to plan for.

Who:

Families who attend the Christmas Parade and Tree Lighting on this day each year will enjoy the new Allis in Winterland event in connection with all of the planned holiday festivities.

Why:

While thousands of residents gather at City Hall for the Tree Lighting Program and to find the perfect spot for watching the Christmas Parade, Allis in Winterland provides a space for families to warm up, participate in children's activities, and get in the holiday spirit before the rest of the Christmas festivities begin! With your help, we'd love to offer more family-friendly entertainment during this time.



Sponsorship Levels:

| North Pole Sponsorship \$1,000 | Reindeer Sponsorship \$500 | Partner Sponsor \$250 | Supporting Sponsor \$100 |
|--|--|--|--|
| <ul style="list-style-type: none">• Logo placement on all print materials• Logo/name placement in all online communications• Recognition of sponsorship on social media• 10' x 10' booth space• Verbal recognition by Mayor at event | <ul style="list-style-type: none">• Logo/name placement in all online communications• Recognition of sponsorship on social media• 10' x 10' booth space• Verbal recognition by Mayor at event | <ul style="list-style-type: none">• Logo/name placement on event website• Recognition of sponsorship on social media channels• 10' x 10' booth space | <ul style="list-style-type: none">• Recognition of sponsorship on social media |

Christmas Parade

When:

Saturday, Dec. 4

Where:

The parade will be marshaled at 81st St. (Gate 2) State Fair Park entrance. The parade will proceed east on Greenfield Ave. to 70th St., then south to Orchard Ave.

What:

The West Allis Christmas Parade is an annual holiday tradition, and the premier night-time Christmas parade in Southeast Wisconsin!

Enjoy marching bands and live performers, creative floats and vintage vehicles, meet elves, cartoon characters, and of course, wave to Santa Claus himself at the end of the parade!



Who:

Not every community has a Christmas parade and we pride ourselves in delivering an amazing parade year after year, bringing in approximately 5,000 people each December.

Why:

Without your donation, the City of West Allis would not be able to host this wonderful family event every year. This is one Christmas tradition we do not ever want to end!

Sponsorship Levels: www.wachristmasparade.com

| Grand Marshall \$2500 and up | Santa Claus \$2,000 and up | Gold Star \$1500 and up | Silver Bell \$1000 and up | Bronze Ribbon \$500 and up | Copper Kettle \$250 and up |
|---|--|--|--|---|--|
| <ul style="list-style-type: none"> Grand Marshal parade float, exclusive signage, name association and recognition on the WA Christmas Parade website, WA City newsletter, WA Downtown Business Improvement newsletter, City of WA Website. Reserved bleacher seating for 12 guests at City Hall. Three (3) reserved vehicle parking spots in the City Hall parking lot. | <ul style="list-style-type: none"> Exclusive "Presented By" signage, name association and recognition on the WA Christmas Parade website, WA City newsletter, WA Downtown Business Improvement newsletter, City of WA Website. Reserved bleacher seating for 10 guests at City Hall. Two (2) reserved vehicle parking spots in the City Hall parking lot. | <ul style="list-style-type: none"> Reserved Sponsor float opportunity with signage, name association and recognition on the WA Christmas Parade website, WA City Newsletter, WA Downtown Business Improvement newsletter, City of WA Website. Reserved bleacher seating for eight (8) guests at City Hall. | <ul style="list-style-type: none"> Name association and recognition on the WA Christmas Parade website, WA City newsletter, WA Downtown Business Improvement newsletter, City of WA Website. Reserved bleacher seating for four (4) guests at City Hall. | <ul style="list-style-type: none"> Company recognition and marketing. Business participation in the parade. Sponsor listing on sponsors' float signage. Name association and recognition on the WA Christmas Parade website | <ul style="list-style-type: none"> Company recognition and marketing. Business participation in the parade. Sponsor listing on sponsors' float signage. Name association and recognition on the WA Christmas Parade website <p>Friend of Parade \$100 and up Name recognition on the WA Christmas Parade website.</p> |

City of West Allis

Special Event Sponsorship Commitment Form

SPONSOR INFORMATION

Complete the following information:

Name: _____

Business/Organization: _____

How would you like your Name Displayed? _____

Email: _____

Address: _____ City/State/Zip: _____

Primary Phone: _____

| Please Specify Which Level of Sponsorship you are interested in: |
|--|
| <input type="checkbox"/> Memorial Day Parade Level: _____ |
| <input type="checkbox"/> Independence Day Parade Level: _____ |
| <input type="checkbox"/> Independence Day Grandstand Show & Fireworks Level: _____ |
| <input type="checkbox"/> Food Truck Friday Series Level: _____ |
| <input type="checkbox"/> Live Summer Concerts Series Level: _____ |
| <input type="checkbox"/> Art on the Plaza Level: _____ |
| <input type="checkbox"/> Barks & Brews Level: _____ |
| <input type="checkbox"/> Halloween Parade Level: _____ |
| <input type="checkbox"/> Tree Lighting Level: _____ |
| <input type="checkbox"/> Allis in Winterland Level: _____ |
| <input type="checkbox"/> Christmas Parade: _____ |
| <input type="checkbox"/> I'd like to donate to the General Events Fund: _____ |

Not sure which special event you want to support, but you know that you want to support a West Allis special event?

Name your amount, and we will allocate that amount to an event that is most in need of funding assistance. This option is just as important as choosing a specific event.

Why? Because not all events receive the funding they need, so this gives us the opportunity to properly utilize these funds in order to run each event successfully.

**All contributions are tax deductible*

The Special Event Sponsorship Commitment Form can be submitted to the City of West Allis' Tourism & Event Coordinator, Caitlyn White, via email at cwhite@westalliswi.gov or mailed to:

City of West Allis

Attn: Caitlyn White, Communications Dept.

7525 W. Greenfield Ave., West Allis, WI 53214

